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APR 26 2004

Appln. No. 09/751,801

Amendment dated April 26, 2004

Reply to Office Action mailed January 26, 2004

Attorney's Docket No. 24-0041

Client's Docket No. P1670US00

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

OFFICIAL

Appln. No. 09/751,801)

First Named Applicant: SCOTT LEAPMAN)

Filed: 12-29/2000)

For: SYSTEM AND METHOD FOR)
TARGETED ADVERTISING)

TC/A.U.: 3622)

Examiner: Lastra, Daniel)

Mail Stop Non-Fee Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450**AMENDMENT**

Sir:

Responsive to the Office Action mailed January 26, 2004, please
amend the application as follows:

Amendments to the Specification: None.**Amendments to the Claims** are reflected in the listing of claims which
begins on page 2 of this paper**Amendments to the Drawings: None.****Remarks/Arguments** begin on page 8 of this paper.